

The Federal Trade Commission at 100: Brussels Consultation

U.S. Mission to the EU
Rue Zinner 13
Transatlantic Room



Tuesday, October 21

9:00-9:10 Introduction to FTC at 100 by
Chairman Kovacic

9:10-10:00 The International Agenda

How should an agency prioritize its international efforts? What is the value of international outreach? What rating should be given to the FTC's international efforts? What should the FTC be learning from other agencies? How can the FTC improve its international efforts?

Lead discussants: Rachel Brandenburger, Hendrik Bourgeois, Jonas Koponen

10:00-11:00 Assessing Agency Effectiveness

This session will focus on measuring agency effectiveness. Is welfare the appropriate measure of effectiveness? How can one accurately estimate the welfare benefits an agency's actions? What other metrics can be used to evaluate agency performance?

Lead discussants: Antonio Bavasso, Jorge Padilla, John Temple Lang

11:00-12:00 Enforcement, Advocacy, and Research Agenda

This session will discuss how agencies develop an enforcement, advocacy, and research agenda. What priorities should an agency follow when selecting cases? How should research projects be chosen and evaluated? How well is the FTC doing at selecting the right cases and remedies, and areas for advocacy and research efforts? How appropriate is the guidance the FTC provides in press releases, decisions, speeches, and guidelines?

Lead discussants: Gotz Drauz, Luc Gyselen, James Venit